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Serviceology for Services

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Preface

The 5th International Conference on Serviceology (ICServ) was the latest in the ongoing conference series, building on the success of four previous events held in Tokyo, Japan (ICServ 2016), San Jose, CA, USA (ICServ 2015), Yokohama, Japan (ICServ 2014), and AIST Tokyo Waterfront, Japan (ICServ 2013). Initiated by the Society for Serviceology in Japan, it aims to build a community of researchers, academics, and industry leaders following a common goal: the (co)-creation of services in a sustainable society.

This year's event was held in Vienna, the capital and largest city of Austria, and the primary center for culture, economics, and politics. ICServ 2017 was hosted by the University of Vienna at the Faculty of Computer Science. The university, one of the oldest and biggest in the German-speaking area, was founded in 1365 by Duke Rudolph IV and has been the academic home of 15 Nobel Prize winners and many leaders of academic and historical importance.

ICServ 2017 received a total of 75 submissions from 20 countries, around the world. The Program Committee together with external reviewers contributed 225 reviews. As a result, with a competitive acceptance rate of only 28%, 21 full papers were selected to be included in these proceedings. The accepted papers can be classified under the main areas of human-centered services, customer satisfaction, service innovation and marketing, and service design. The research comprises case studies, strategies, risk analysis, reports, as well as prototypes, modeling methods, and tools. Consequently, empirical research, behavioristic research, and design-science research contributions were accepted.

The ICServ 2017 program also included keynotes, one podium discussion, four special sessions, and one tutorial. Each special session addressed a specific topic related to services and had between four to eight papers presented. The organizers of the special sessions were responsible for attracting and reviewing submissions. Special Session 1, "Meaningful Technology for Seniors," was organized by Dr. Kentaro Watanabe (AIST, Japan) and Prof. Marketta Niemela (VTT, Finland). It addressed the importance of service providing technologies for elderly-care and elderly-nursing systems. Special Session 2, entitled "Holistic Approach of Service Modeling," was organized by Prof. Yoshinori Hara (Kyoto University, Japan), Joaquin Iranzo (Atos, Spain), and Prof. Dimitris Karagiannis (University of Vienna, Austria). This session included a set of talks addressing holistic approaches in contrast to silo solutions towards service modeling and service design. Prof. Patrik Strom (University of Gothenburg, Sweden) and Dr. Mitsutaka Matsumoto (AIST, Japan) organized Special Session 3 entitled "Services and Green Economy." The presentations focused on environmental friendly issues like recycling in correlation with services. "Design and Support Technology" was Special Session 4, which was organized by Prof. Takashi Tanizaki (Kindai University, Japan) and Prof. Nobutada Fuji (Kobe University, Japan). Key aspects of services for

customer satisfaction improvement in the food and tourism industry were addressed by numerous papers.

ICServ 2017 would not have been possible without the involvement of a large scientific community. We thank our authors for showing interest and being willing to submit their work to ICServ 2017. We sincerely appreciate the valuable amount of time and knowledge that the Program Committee members, members of four special sessions, and supportive additional reviewers invested in carefully reviewing the submitted papers. Furthermore, we would like to express our gratitude to the honorary general conference chair, Prof. Shoji Yamamoto (Kwansei University, Kobe, Japan) and to the Steering Committee chair, Prof. Tamio Arai (Shibaura Institute of Technology, Japan). We also want to thank our industrial sponsors Fujitsu, Hilti, NEC, and ADOxx (www.adoxx.org) as well as our affiliated communities, the Society for Serviceology (www.serviceology.org) and the Open Models Laboratory (OMiLAB, www.omilab.org), without which such an event would not have been possible. We are also very grateful to the Springer team led by Alfred Hofmann for making the publication of these proceedings possible.

Last but not least we like to thank the organization team for their hard work and dedication in making ICServ 2017 a success. Our thanks go to Iulia Cristina Hatiegan, Iulia Vaidian, Shihoko Murakami, Junko Kozakai, Eriko Nakashima, Simon Doppler, Franz Staffel, and Elena Miron.

May 2017

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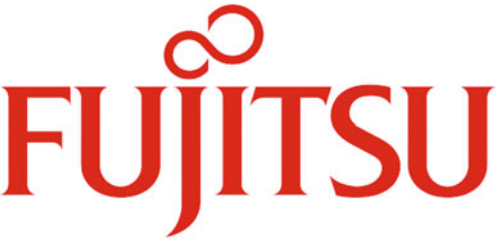

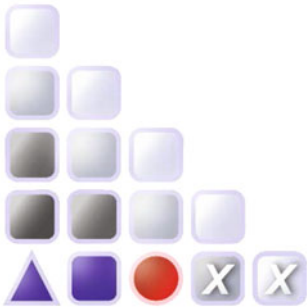

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